

October 6, 1992

Ms. Inga Lambert
Leo Burnett, U.S.A.
35 West Wacker
Chicago, IL 60601

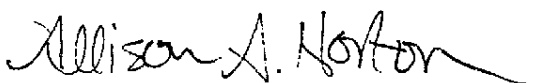
Dear Inga,

Soap Opera Magazine will guarantee Philip Morris/Kraft General Foods 13 back covers in 1993. Because 1993 will be the first year any franchised positions are being offered we don't want to give you the issue dates, we'd rather let you choose the dates that best fit into the various brands' campaigns. In turn Soap Opera Magazine will give you the issue date of your choice or within a week of the issue date you choose.

If it makes this easier to administer for you, back cover issue dates in Soap Opera Magazine can be determined quarterly. I'll stay in close touch with you to work through each quarter's scheduling.

I'll give you a call toward the end of the month to begin scheduling covers for the first quarter of 1993.

Cordially,



Allison A. Horton
Senior Account Manager

AAH/cr

cc: B. Marks
R. Gallagher
M. Mahoney

2071251172